



## How to Use This Toolkit

This GPS campaign toolkit is designed to provide school districts with the tools they need to communicate key messages related to high school improvements. These materials will be updated periodically to reflect the message phases of DREAM IT, PLAN IT, LEARN IT and DO IT (described in the next section: Key Messages and Discussion Points). The updates will be mailed by the DE to each superintendent and also will be available for download from the DE Web site.

### Important facts to help school leaders implement the GPS campaign:

- It is voluntary. We encourage all districts to have a communication plan to ensure high school improvements are successful, but local leaders can develop their own if they prefer.
- One person should be “in charge” of your local communication efforts. School leaders are asked to disseminate these materials to the person(s) responsible for coordinating local communication regarding high schools. In most cases, this will be the high school principal and staff, but that is a local decision.
- GPS is a wrap-around campaign — it includes tools that enable numerous sources to influence or wrap-around the key target audience: students. The campaign will be most successful if you use the wrap-around method and are consistent with your messaging.
- Any part of the toolkit can be modified by local schools to better serve your needs.

The Iowa GPS system helps all students to Grow, Prepare and Succeed. It delivers the tools and support students need to navigate from passion to profession.

### Each toolkit/manual includes several tabbed sections:

- School leaders — This section includes materials designed to help administrators and school board members lead or oversee the communication efforts.
- Key audience tabs — These sections include materials and templates to help you communicate key messages to the key audiences districts need to reach about high school improvements: students, parents, school staff and community members.

The materials in each tab support the current message phase and have been designed specifically for that audience — that’s because kids and parents are not motivated by the same things. For instance, adults might find they can’t relate to some of the messaging (on the posters, postcards, etc.) designed for the students. That’s okay. Use them anyway.



These contents are intended to be distributed directly to the designated audience. Some of the materials can be directly copied and distributed, while others need to be customized by the local district before they are distributed. Whenever possible, please add your local school or district name to the items.

- Resources — This section includes a style guide that explains why branding is important, why GPS was the chosen brand, and how to use the logos properly.